

TRAINING REPORT ON CAPACITY BUILDING FOR WOMEN ENTREPRENEURS

Title of Training	Capacity Building Programme for Women Entrepreneurs
Date of Training	03-11-2023
Duration of Training	1 Day
Venue	Agri Business Incubator, Kerala Agriculture University, Vellanikkara, Thrissur
No: of Participants	17
Participants' Profile	Women Entrepreneurs and Potential Women Entrepreneurs , focusing on Food Processing Enterprises
Resource Persons' Profile	<ol style="list-style-type: none"> 1. Dr.Sangeetha K Prathap, Associate Professor,School of Management Studies,CUSAT 2. Mr.Abhijith , Kerala Agriculture University

OVERVIEW

The one- day training programme on Capacity Building for women entrepreneurs with an objective of studying the effectiveness of capacity building for women entrepreneurs was held at Agri Business Incubator, Kerala Agriculture University, Vellanikkara, Thrissur, on 3rd November, 2023, as a part of RUSA funded project “Capacity Building of Women Through Entrepreneurship Development Programmes: Design, Implementation and Impact Assessment” carried out at School of Management Studies, Cochin University of Science and Technology. The training was provided to identify the effectiveness of Capacity Development Programme for women entrepreneurs under the said project. A total of 17 participants participated in this training. The participants were either women entrepreneurs or potential entrepreneurs from the food processing business area. The purpose of the training was to educate the participants on all aspects of entrepreneurship, thereby providing them an impetus to start or scale up their enterprise. Training included various topics like

entrepreneurship opportunities, helpful schemes, awareness on available technology and marketing. Besides the lecture, a hands-on training was also provided for the participants to familiarize with the technology. The trainers used an interactive training approach to make sure that the participants accurately received and grasped the material in along with disseminating it. And to make sure of this, instructors held interactive sessions with attendees and maintained an open forum for comments, questions, and recommendations. These discussions and interactive sessions were supported through training material such as post training evaluation, presentations, hands-on training and hand-outs on entrepreneurial opportunities.

PROCEEDINGS

SESSION 1: INTRODUCTION TO WORKSHOP AND OBJECTIVES

The meeting was formally initiated by Dr.Sangeetha K Prathap, Associate Professor, School of Management Studies, CUSAT. She warmly welcomed the participants and introduced the objectives and nature of the training programme . She also encouraged people to talk about their hopes and worries about starting or up scaling their own business. The session was very much interactive and the participants were able to openly express their view points and queries. Then she invited Mr.Abhijith, Business Manager, Kerala Agriculture University to deliver a session on General Awareness to start an enterprise.

SESSION 2: GENERAL AWARENESS ON STARTING ENTERPRISE

Mr.Abhijith took a session on general awareness to start an enterprise. He talked about the need and procedures to obtain necessary licenses before starting or scaling up an enterprise. He discussed about various government portals and offices to be visited to obtain license, and stated the necessity to create a space for own products through marketing. He also talked about the initiatives of Kerala Agriculture University that could help entrepreneurs along with the scope of innovative technology helpful in up scaling the enterprise. Innovative ideas in food processing were also introduced to the participants in this session.

SESSION 3: MARKETING TECHNIQUES

The third session was carried out by Dr.Sangeetha K Prathap, Associate Professor, School of Management Studies, CUSAT. She led an interactive session that emphasised the role of marketing techniques in business management. Participants were taught the importance of developing and implementing a marketing plan that focuses on the correct market mix in

order to maximize profit potential. The participants shared the current status of entrepreneurship and business activities and their expectations regarding their business. She explained about digital marketing platforms, the scope of sales through such platforms and asserted the importance of marketing the products to the appropriate group of customers.

SESSION 4: TECHNOLOGY AWARENESS – HANDS ON TRAINING

Fourth session was mainly intended to provide awareness on necessary technology in food processing. A hands on training was provided to the participants in various food processing areas like jam making, squash making, cookies making, coconut processing e.t.c. under the supervision of Dr.Shahnas,Dr.Abdulla and Dr.Vidhu Prabha of Kerala Agriculture University. They were made aware about the available technology related to food processing and were familiarized with the machineries. The session lasted for three hours and could provide many useful insights to the participants regarding the use of technology in food processing.

POST-TRAINING EVALUATION

At the end of the training, questionnaires were distributed among the participants so as to evaluate the effectiveness of training programme, and to attain their feedback. The participants were very co-operative and actively participated in the evaluation session as well.

TRAINING SCHEDULE

9:00A.M. – 9:30A.M.	Registration
9:30A.M. – 10:00A.M.	Session 1 : Introduction to Workshop
10:00A.M.–11:00A.M.	Session 2 : General Awareness on Starting Enterprise
11.00A.M.–11.15A.M.	Tea Break
11.15A.M –12:30P.M.	Session 3: Marketing Techniques
12:30P.M. – 1:00P.M.	Lunch Break
1:00 P.M. – 4:00 P.M.	Session 4: Hands on Training
4:00 P.M. – 4:15 P.M.	Tea Break
4:15P.M. – 4:30 P.M.	Post-Training Evaluation and Certificate Distribution

PHOTOS



Dr.Shahnas, explaining the process of preparation of Jam using machines.



Dr.Abdulla introducing machinery to the participants



Explaining the preparation of Butter Cookies with the help of dough machine



Dr.Sangeetha K Prathap conducting the session on Marketing Techniques.

